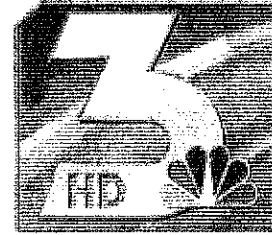


ORDER



KSNV

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 107368 |
| | Alt Order #: | 06860522 |
| | Product Desc: | JOE HECK 4 CONGRESS |
| | Estimate: | 2797 |
| | Flight Dates: | 10/03/12 - 10/16/12 |
| | Original Date / Rev: | 10/02/12 / 10/09/12 |
| | Order Type: | GENERAL |

| | |
|---------------|---------------------|
| Primary AE: | <u>Amy McCreary</u> |
| Sales Office: | <u>BLPHI</u> |
| Sales Region: | National |

| | | |
|--------|------------------|--|
| Agency | Name: | <u>Strategic Media Placement, Inc.</u> |
| | Buying Contact: | <u></u> |
| | Billing Contact: | <u></u> |
| | | <u>7669 Stagers Loop</u> |
| | | <u>Delaware, OH 43015</u> |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|--------------------------|
| Advertiser | Name: | Heck, Joe for Congress |
| | Demographic: | A35+ |
| | Product Codes: | PLC02 |
| | Priority: | SELECT PRIORITY CODE |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN |

| | |
|-------------------------|----------|
| New Business Thru: | |
| Order Separation: | 00:05:00 |
| Advertiser External ID: | |
| Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/16/12 | 43 | \$38,175.00 | \$32,448.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 43 | \$38,175.00 | \$32,448.75 | 0.00 |
| Totals | 43 | \$38,175.00 | \$32,448.75 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 34% | \$38,175.00 |
| Market | 100% | \$112,279.41 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 32% | \$35,929.41 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 25% | \$28,069.85 |
| KTUD | 1% | \$1,122.79 |
| KVVU | 4% | \$4,491.18 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 4% | \$4,491.18 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-------|-------------------|-----------------|---------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 10/03/12 | 10/04/12 | M-F 6-7a WakeUp w/WagM | | 6-7a | --WT--- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| | | | | M-F 6-7a WakeUp w/Wagners | | | | | | | | | | | |
| | NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | --WT--- | | 2 | | | | \$700.00 | | 0.00 | | | |

Order / Rev: 107368
 Alt Order #: 06860522
 Flight Dates: 10/03/12 - 10/16/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2797

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 10/03/12 | 10/04/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | --WT--- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --WT--- | | | | | 2 | \$700.00 | | 0.00 | | | |
| E 2 | KSNV | 10/08/12 | 10/10/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M-W---- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M-W---- | | | | | 2 | \$700.00 | | 0.00 | | | |
| E 3 | KSNV | 10/15/12 | 10/15/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 4 | KSNV | 10/10/12 | 10/12/12 | Today Show Today Show | CM | 658a-9am | --WTF-- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 5 | KSNV | 10/09/12 | 10/09/12 | Today Show Today Show | CM | 658a-9am | -T----- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 6 | KSNV | 10/12/12 | 10/12/12 | Today Show Today Show | CM | 658a-9am | ----F-- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 7 | KSNV | 10/15/12 | 10/16/12 | Today Show Today Show | CM | 658a-9am | MT----- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 8 | KSNV | 10/03/12 | 10/05/12 | M-F Early News M-F Early News | CM | 5-630p | --WTF-- | :30 | 3 | \$1,200.00 | 1 | 0.00 | NM | 3 | \$3,600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --WTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 9 | KSNV | 10/08/12 | 10/12/12 | M-F Early News M-F Early News | CM | 5-630p | MTW-F-- | :30 | 4 | \$1,200.00 | 1 | 0.00 | NM | 4 | \$4,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTW-F-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| E 10 | KSNV | 10/15/12 | 10/15/12 | M-F Early News M-F Early News | CM | 5-630p | M----- | :30 | 1 | \$1,200.00 | 1 | 0.00 | NM | 1 | \$1,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 11 | KSNV | 10/04/12 | 10/05/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | ---TF-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---TF-- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 12 | KSNV | 10/09/12 | 10/12/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | -T---F-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T---F-- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 13 | KSNV | 10/04/12 | 10/05/12 | | CM | 730-758pm | ---TF-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |

Order / Rev: 107368
 Alt Order #: 06860522
 Flight Dates: 10/03/12 - 10/16/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2797
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|-------------------------|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| FacetoFace/Ralston Rept FacetoFace/Ralston Report | | | | | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/01/12 | | 10/01/12 | 10/07/12 | ---TF-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| E 14 | KSNV | 10/08/12 | 10/12/12 | FacetoFace/Ralston Rept | CM | 730-758pm | M-W-F-- | :30 | 3 | \$900.00 | 1 | 0.00 | NM | 3 | \$2,700.00 |
| FacetoFace/Ralston Report | | | | | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | M-W-F-- | | | | | 3 | \$900.00 | | 0.00 | | | |
| E 15 | KSNV | 10/15/12 | 10/15/12 | FacetoFace/Ralston Rept | CM | 730-758pm | M----- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| FacetoFace/Ralston Report | | | | | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 16 | KSNV | 10/10/12 | 10/11/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | --WT---- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| M-F News 3 at Eleven | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --WT---- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 17 | KSNV | 10/08/12 | 10/11/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | M-WT---- | :30 | 3 | \$1,200.00 | 1 | 0.00 | NM | 3 | \$3,600.00 |
| M-F News 3 at Eleven | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | M-WT---- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 18 | KSNV | 10/15/12 | 10/15/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$1,200.00 | 1 | 0.00 | NM | 1 | \$1,200.00 |
| M-F News 3 at Eleven | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 19 | KSNV | 10/06/12 | 10/13/12 | News 3 Sunrise - SATUR | CM | 6a-7a | -----S- | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 2 | \$700.00 |
| News 3 Sunrise SATURDAY | | | | | | | | | | | | | | | |
| 150 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/01/12 | | 10/01/12 | 10/07/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 20 | KSNV | 10/03/12 | 10/07/12 | Wake Up Early w/ Wagner | CM | 430a-5a | --WT--S | :30 | 2 | \$100.00 | 2 | 0.00 | NM | 2 | \$200.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| EARLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/01/12 | | 10/01/12 | 10/07/12 | --WT--S | | | | | 2 | \$100.00 | | 0.00 | | | |
| N 21 | KSNV | 10/10/12 | 10/12/12 | Today Show | CM | 658a-9am | --WTF-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| Today Show | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| N 22 | KSNV | 10/13/12 | 10/13/12 | Vegas Inc. | CM | 6:30-8pm | -----S- | :30 | 1 | \$375.00 | 1 | 0.00 | NM | 1 | \$375.00 |
| Vegas Inc. | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$375.00 | | 0.00 | | | |
| N 23 | KSNV | 10/10/12 | 10/11/12 | Wake Up Early w/ Wagner | CM | 430a-5a | --WT---- | :30 | 2 | \$200.00 | 1 | 0.00 | NM | 2 | \$400.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --WT---- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N 24 | KSNV | 10/14/12 | 10/14/12 | Wake Up Early w/ Wagner | CM | 430a-5a | -----S | :30 | 1 | \$200.00 | 1 | 0.00 | NM | 1 | \$200.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$200.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 43 | \$38,175.00 |